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*AR 601-208

ARMY REGULATION

No. 601-208

HEADQUARTERS
DEPARTMENT OF THE ARMY
WASHINGTON, DC 15 May 1973PERSONNEL PROCUREMENT
RECRUITING/REENLISTMENT PUBLICITY PROGRAM

Effective 1 July 1973

This revision changes certain responsibilities for reenlistment advertising and publicity in support of the US Army Reenlistment Program from the Director of Military Personnel Management, ODCSPER to Commander, United States Army Recruiting Command. Local limited supplementation of this regulation is permitted but is not required. If supplements are issued, Army staff agencies and major Army commands will furnish one copy of each to HQDA (DAPEMPE-ER) WASH DC 20310.

Purpose	Paragraph 1
Objectives	2
Responsibilities	3
Policies	4
National advertising and publicity	5
Distribution	6

1. Purpose. This regulation assigns responsibilities, outlines objectives, and states policies for the US Army's recruiting and reenlistment advertising and publicity program.

2. Objectives. *a.* A well planned, fully coordinated advertising and publicity program is essential if the Army is to accomplish its recruiting and reenlistment mission. Such a program enhances the Army's image, creates a favorable climate of public opinion, stimulates the interest of qualified personnel in an Army career, and provides the support needed by field recruiters and career counselors to supplement their personal contacts. As a part of the program, significant facts about the Army's career opportunities are furnished to selected individuals and groups.

b. Specific objectives of the program are—

(1) To support the recruiting effort to increase the enlistment of high school graduates, both men and women, in the US Army, by emphasizing the opportunities open to them for technical training and advancement in the Army.

(2) To influence qualified professional personnel to volunteer for the Army Medical Department as doctors, dentists, nurses, and allied medical specialists, by highlighting the opportunities for valuable training and a rewarding career.

(3) To publicize the opportunities for college students and graduates, both men and women, to become US Army officers.

(4) Encourage the maximum number of highly qualified personnel who have been trained in critical occupations and those who have demonstrated proficiency and military leadership to remain in the service.

3. Responsibilities. *a.* The Deputy Chief of Staff for Personnel, Department of the Army exercises general staff supervision over the Active Army recruiting and reenlistment publicity and advertising program.

b. The Director of Military Personnel Management, ODCSPER—

(1) Provides Cdr, USAREC annual guidance for the formulation of the advertising and publicity plan for each fiscal year.

(2) Reviews and approves the annual advertising and publicity plan.

(3) Monitors the program by reviewing, on a quarterly basis, materials and publicity items produced for the forthcoming quarter.

c. The Commander, US Army Recruiting Command—

(1) Develops, budgets, and contracts through appropriate procurement channels for all national

*This regulation supersedes AR 601-208, 16 January 1973.

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publicity and advertising to be used for recruiting/reenlisting—

- (a) Non-prior-service personnel.
- (b) Active duty personnel.
- (c) Prior-service personnel.
- (d) Personnel for assignment to Warrant Officer Flight Training.
- (e) Personnel to attend Officer Candidate school.
- (f) WAC officer personnel.
- (g) WAC enlisted personnel.
- (h) Army Nurse Corps personnel.
- (i) Judge Advocate General Corps personnel.
- (j) Surgeon General's Office personnel.

(2) Submits a personnel procurement advertising and publicity plan to HQDA (DAPE-MPE-ER) WASH DC 20310, for approval, at least 90 days prior to the beginning of the fiscal year.

4. Policies. Commanders and local recruiters must establish and maintain close liaison and favorable rapport with officials and citizens of their local communities. However, good judgment and prudence must be exercised to avoid adverse criticism upon the recruiting and reenlistment mission and the Army's image. Accordingly, in addition to the general policies expressed in AR 360-5 regarding participation of Army personnel and agencies in commercial advertising activities, the following policies are prescribed concerning publicity efforts:

a. High school students will be encouraged to remain in school, graduate, and attend college. They will be contacted in high schools only through established school channels and in the presence of advisers or counselors. This does not preclude the direct mail approach to individual senior students, provided the material used maintains the "stay in high school" theme.

b. Qualified speakers, slide presentations, displays and exhibits, and appropriate publicity materials will be made available to counselors, teachers, and civic club leaders to assist them in presenting information on the military service programs.

c. There will be no direct recruiting by personnel attending educational conventions.

d. Solicitation of funds from local merchants for the purpose of advertising for the recruiting

service is prohibited. If a business firm or individual accedes to providing space or time in any advertising medium and pays the publisher, broadcaster, or advertising agency direct, this constitutes sponsored advertising and is permissible. Recruiting advertising which expresses or implies approval or indorsement by the Army of a particular product is prohibited.

e. Cooperation may be given to motion picture firms which show films that tend generally to support the recruiting effort. Arrangements may be made to place display material in the lobbies of exhibiting theaters and for attendance by military personnel who present an outstanding appearance and are capable of explaining exhibits to the general public.

f. Gifts, mementos, or souvenirs of more than slight monetary value, from whatever source, will not be used in the recruiting or enlistment effort. (In connection with offers of gifts to individuals or organizations within the US Army Recruiting Command, for whatever purpose, see AR 1-100, AR 1-101, and para 1-8, AR 600-50.)

g. Army facilities or services should not be used in competition with either national or local business firms offering similar facilities or services for remuneration (e.g., furnishing public address or lighting systems in competition with local suppliers.)

h. Comparisons of military versus civilian pay will not be made in publicity material or advertising directed to the general public.

i. Projects must be of greater benefit to the Army than to the contributor of time, space, or talent. Further, it must be clearly understood and, if necessary, specifically stated in writing that the project does not constitute indorsement by the Army of any commercial firm or product.

j. Every display and exhibit produced throughout the command should be easily recognized as a recruiting product.

5. National advertising and publicity. The national recruiting and reenlistment advertising and publicity program will use all available media, as appropriate, to accomplish its objectives. These media include television, radio, magazines, wire services, newspaper feature syndicates, posters and billboards, booklets and pamphlets, motion pictures, and displays and exhibits, both indoor and outdoor.

a. Purchase of space or time on all media is authorized with the exception of radio and television. Purchase of broadcast time is prohibited without specific written DA authorization.

b. Recruiting newsclips, written and film spot announcements, and slides will be furnished to television stations. Written and recorded spot announcements, news stories, beeper reports, recorded musical programs, and special promotional albums will be distributed to radio stations as appropriate.

c. Placement of print advertising in magazines and newspapers normally will be accomplished through the services of the contract advertising agency or through other appropriate channels.

d. Advertising and promotional type signs, including recruiting signs, are prohibited if they detract from the beauty or general appearance of

rural and residential areas. Further, they will be erected on roads and highways only with the permission and cooperation of the responsible Federal, State, and local authorities.

e. A-frame signs placed on sidewalks and in or near Federal and commercial buildings may continue to be placed in such locations in accordance with traditional recruiting practices if approved by local civil authorities.

6. **Distribution.** The Cdr, USAREC will establish a system providing for centralized, automatic distribution of recruiting and reenlistment advertising and publicity materials to include distribution to USARAL, USARSO, and USARPAC of items appropriate to recruiting and reenlistment programs within those commands. Distribution of *reenlistment* publicity materials will include USAREUR.

The proponent agency of this regulation is the Office of the Deputy Chief of Staff for Personnel. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications) direct to HQDA (DAPE-MPE-ER) WASH DC 20310.

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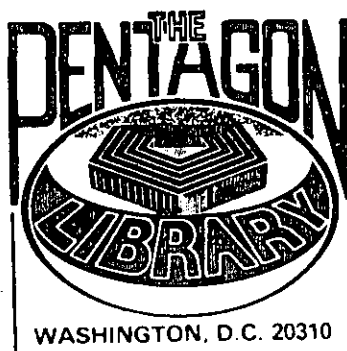
VERNE L. BOWERS

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The Adjutant General*

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